

When Existing Jobs Don't Fit

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Everyone can work!

- All deserve the opportunity
- No matter how significant the barrier(s)
- There is something out there for everyone - some job matches come easier than others!

Creative Jobs:

Placement of an employee with a disability in an existing position, using a variety of creative strategies which allows the employee to perform their job duties.

Examples:

- Job in Meat Locker
- Job at Filene's Basement

Job Carving:

Taking tasks that are part of other employee(s) responsibilities, and creating a position specifically performing that task or tasks.

Examples:

- Tower Records: tearing off magazine covers, handing out PR gifts, etc.
- Rolling silverware at restaurant
- Assembling pizza boxes
- Breaking down cardboard boxes at package store

Created Jobs:

Creating a new job out of
the specific needs of an
employer

Examples:

- Café attendant at College
- Data entry at Health Center

Who and When?

Who's it for?

- Unable to complete complex variety of tasks of existing / typical jobs
- Present a higher level of challenge
- Not a “quick fix”

When d'ya do it?

- When all other avenues have been exhausted
- Early on becomes apparent that person will need a unique situation to be successful

Chris' Job Development Struggle

About Chris

- Has phone & computer skills
- Very interested in radio -being a host on a show
- Is blind and has moderate CP & MR
- Can not read Braille
- Depends on The Ride

Work Experience

- Over last 12 years job development has focused on his phone & computer skills
- Past jobs include;
 - Epilepsy Foundation-calling customers for donations (1 year)
 - Paralyzed Veterans-calling customers to buy products they were selling (3 months)
 - Boston Globe-calling customers to subscribe to paper (1 year)
- Has not worked for about 7 years

Chris (cont)

A New Focus

- Have learned that Chris has a skill of impersonating famous people
- Have created a portfolio
- Have written a proposal

Currently Happening

- Chris is negotiating a collaboration with Potentials Unlimited (an organization of actors with disabilities)
- Direct his own “show”

Chris (cont.)

Currently (cont.)

- Proposed to Beaver Brook Nursing that Chris direct an entertainment show a few times a month to the residents
- Setting up a meeting with Potentials Unlimited to organize a show
- Will do a “pilot” show to the Nursing facility and if it goes well negotiate an ongoing scheduled event with pay

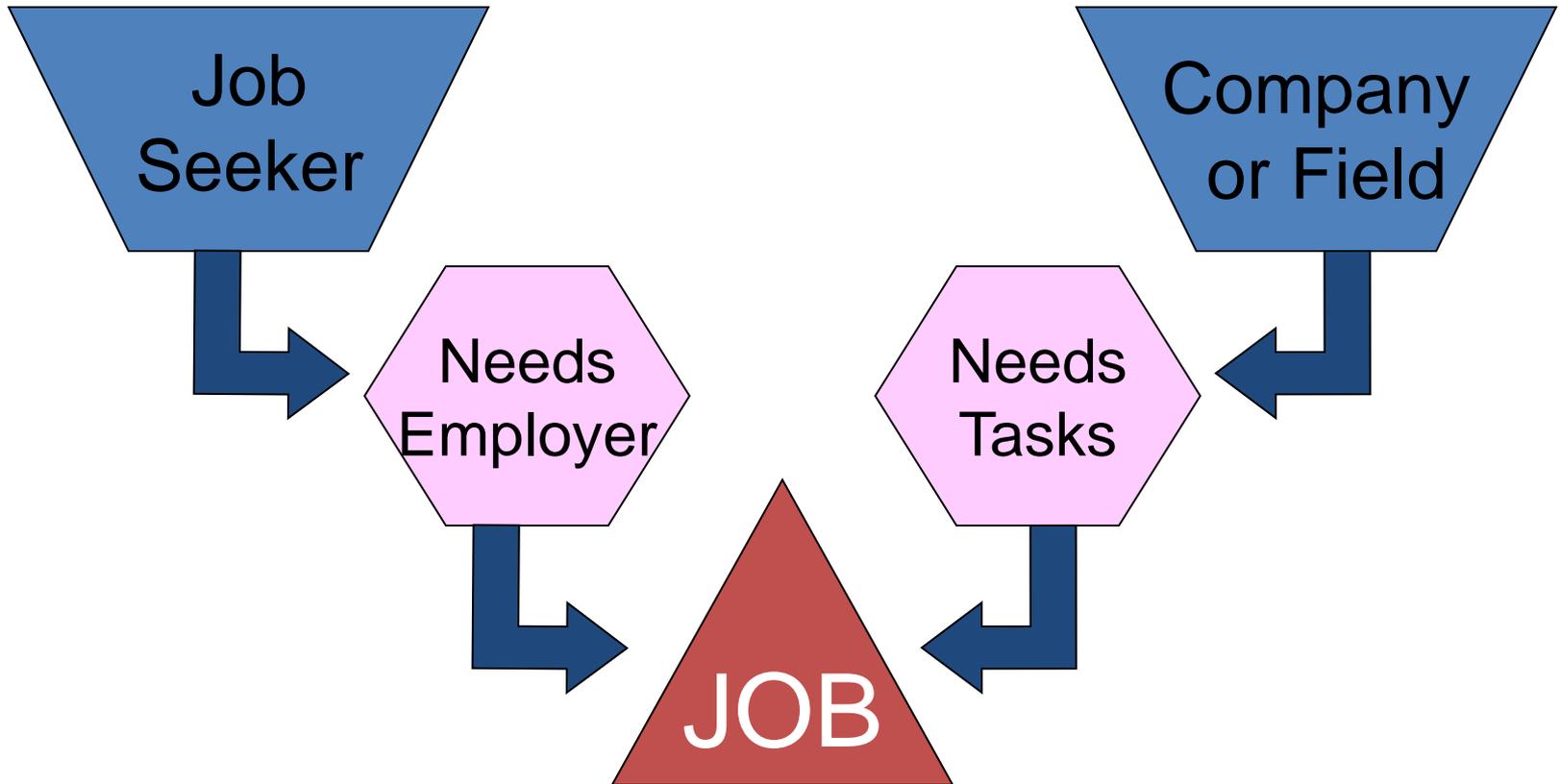
Challenges

- It has taken many months to get this far
- Still no definite job insight
- Chris is optimistic that it “will all work out”

How It Works...

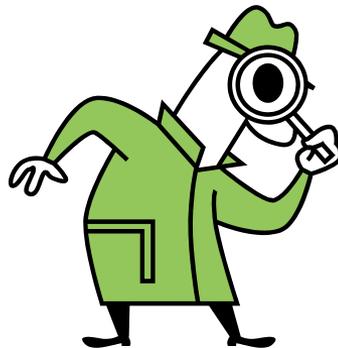
1. Know the job seeker
2. Know the employer
3. Look for a match between the business needs of employer and skills & strengths of job seeker
4. Investigate & ID how the employer will profit from hiring the job seeker
5. Propose and negotiate the position

Two - Sided Approach



How Do You Find Out What People Want?

- ☐ What motivates them?
- ☐ What interests them?
- ☐ What are their strengths and skills?



Person Centered Planning...

...a personal vision of what an individual would like to be and do

- Puts person in control of process
- Emphasizes preferences, talents, & dreams (not needs/limitations)
- Takes advantage of existing supports
- Involves family and friends in planning and action steps

Get Beyond Task Skills

- What environments does individual enjoy?
- What environments have they succeeded in?
- What social skills do they bring to the work environment?
- In what environments would their personality & social skills be an asset?
- What types of work environment should be avoided?

Identifying Needed Supports

Long Term Employment Success requires potential support needs and barriers be identified and addressed, prior to placement.



Steve's Story:

Lunch Delivery for Deli / Liquor Store

About Peter

- Severe CP
- Wheelchair user
- Limited movement
- Speech difficult to understand
- Extremely likeable, great personality & smile
- Independent & comfortable with his disability
- Peer counselor and guest speaker at colleges
- Knew streets of Boston amazingly well

How Job Developed

- 1994, downtown Boston
- Survey of area businesses
- Formal proposal (along with video featuring similar arrangement)
- Peter hired - 20 hrs./week, \$5.00 per hour
- Letter introducing new service along with flyers distributed to area office buildings, businesses and shopping malls
- Lots & lots of canvassing!!!

Steve's Story (cont.)

Challenges

- Communication
- Opening doors to buildings / elevators
- Making change
- Getting coat, gloves on and off (in/out often)
- Using restroom
- Getting around in winter snow & ice
- Drumming up business

Peter went on to become successfully self-employed as a soda vendor!

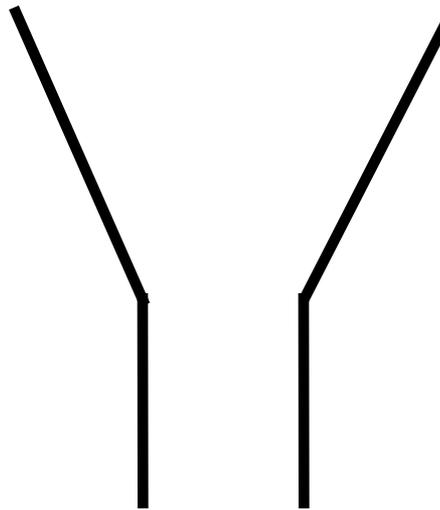
Creative Problem-Solving

- Had instructional signs and banners made for wheelchair
- Used /advocated for electronic door openers & arranged for assistance from security guards, etc.
- Cooler and money pouch secured onto wheelchair - customers asked to remove their order & make own change from pouch
- Used restroom at mall
- Enhanced wheel traction on motorized chair

Identifying & Using Job Seekers Resources

Who can help?

25 Job Seekers



You

Grid lock to you!

Job Seeker Networks

- Friends, family, neighbors
- Places of worship
- Clubs, groups, teams
- School connections
- Employers & co-workers
- Professionals
- Places they shop and eat

Networks may need to be rebuilt or expanded

Other Partners & Collaborators

- Service providers - residential, clinicians etc.
- Public Vocational Rehabilitation
- Other public disability agencies (MH, MR/DD)
- Community Rehabilitation Providers
- Work Incentive Planning Assistance (WIPA)
- Legal assistance (P & A, etc.)
- Advocacy groups

30 Day Placement Plan

- How Do You Write One?
 - Team effort between the jobseeker, the employment staff and other support staff
- What Should You Include?
 - Tasks to be completed
 - Who is responsible for those tasks
 - When they need to be completed

Benefits of a 30 Day Plan

- Keeps the jobseeker and the team organized
- Keeps the jobseeker motivated
- Provides a sense of accomplishment even if a job has not been secured yet
- Puts the jobseeker in control of the process

Professional Portfolio / Self-Presentation Portfolio

- Take on an interview
- Used as a self-marketing tools, much like a resume
- Showcases potential as an employee
- For job seekers who use non traditional communication, can facilitate the interview process

What's included?

- Resume
- References
- Samples of work
- Accomplishments
- Interests that are related to the job
- Documentation of anything relevant to the position

Cody's Greeter Position

About Cody

- Limited work experience
- Likes sports
- Severe CP-limited upper mobility and speech
- Job Development started July 5, 1998
- Created job started October 12, 2001

How Job was Developed

- Created portfolio
- Identified local Y as a place of interest to work
- Initial mtg with Y in Waltham 5/2001 to discuss programs and hiring needs
- 6/2001 told no opportunities available in Waltham but gave contact info for Boston YMCA

Cody's Greeter Position

Job Development...

- 7/2001 met with VP of HR for Greater Boston YMCA's- discussed possibilities at new Y being built in Brighton
- 8/2001 met with Director of new Y in Brighton -He identified a need for a greeter in the front a few hours/week
- Began work October 12, 2001 Fridays 2-4

Challenges

- Transportation
- Schedule / routine changes
- Communication on the job
- Independence on the job

Individual Job Development vs. General Job Development

- Individual is based on job seeker's interest
- Key is selling job seeker's skills

vs.

- General is based on the services your agency provides
- Examples Include:
 - Recruitment Resource
 - Candidate Screening
 - Support Services

Individual Job Development

Creative Job Development *requires* you use:

Individual Job Development

And create each opportunity with a specific
job seeker in mind

Using Labor Trends Information

- Who are the major employers?
- What types of industries are most prevalent in the local area?
- What jobs are found in these industries?
- What companies/types of employment have the highest turnover rate?
- Does your community have seasonal employment?
- How can this info benefit the job seeker?
- How can it help you engage employers?



How Employers Look for Candidates

- 1st- Promote from within
- 2nd- Connect with a proven talent
- 3rd-Ask a friend or colleague
- 4th- Employment agency
- 5th- Run an advertisement
- Lastly- Look through resumes

Bolles, 2002

How do you find Jobs?

Least Effective

- Internet
- Resume blitz
- Trade Journals
- Want ads
- Self-pay employment agencies

More Effective

- Personal Network
- Pursue employers of interest in person
- Targeted phone contacts
- Group hunting - job club

More than 60% of all
job opportunities aren't advertised.

Networking is the Key to job
development success!

Marketing Basics

Who is your audience?

What is your message?

Talk to *me*

- Know your audience
- Speak to what *they want*
 - "What's in it for me?"
 - Answer their questions
 - What ideas might they already have about employees with disabilities?
- Think of your organization from their perspective, not your own

Do some research

- Think of your questions first
- Observe what employers do (if possible)
- Have informal meetings
- Use surveys

Two Main Objectives

- Maintain already established relationships with employers
- Establish new relationships with new employers

Chelsea

Coffee Cart Attendant

About Chelsea

- Traumatic brain injury
- Wheelchair user
- Limited upper mobility
- Slow, slurred speech
- Limited vision
- Very friendly and personable
- Very independent

How Job Developed

- Canvassing the Longwood Medical Area
- Approached every employer including vendors inside hospitals
- Proposed to coffee vendor that they expand their business beyond the hospital lobby
- Agreement with WIT to build a cart to attach to back of wheelchair

Chelsea cont.

Challenges

- Storing, stocking & attaching cart to wheelchair
- Safely traveling on sidewalk to identified locations to sell coffee
- Opening doors/entering buildings
- Making change
- Approaching potential customers
- Staying awake!

Creative Problem-Solving

- Coffee vendor stored, stocked & assisted in attaching cart (usually took 2 people)
- ETS accompanied Charlene from lobby to various locations
- Designated whole dollar amounts for products
- Practiced “spiel” to customers
- Coached to try and change nighttime routine to allow for more sleep

Give Employers What They Want to Know:

What can you do for my company?

The business benefits might be:

- Spend less money
- Make more money
- Improve efficiency/productivity
- Improve customer relations

Employers are looking for a value / a bang for their Buck / solutions to staffing issues.

Marketing Maxim:

It is more effective to find out
what customers need and want
and match it to what you have to
offer...

...than it is to get them to buy
what you are selling.

Your organization

- What makes you different?
- What do you have to offer?
- Establish credibility and expertise
 - Duration, funding base, recognitions/awards
- Employer testimonials

But How Do You Find Out What Employers Need?

- Tours
- Observing staff at company
- Informational interviews with managers
- Talking with people you know who work there
- Asking many questions
- Research at business library
- Dictionary of Occupational Titles

10 Questions to Ask Employers

1. Tasks that take people away from more crucial duties?
2. Tasks you want to see done more efficiently or more often?
3. Common tasks that most people do?
4. Busy times when you could use extra help?
5. Do you use temps on a regular basis? For which tasks?
6. Entry level tasks that more experienced staff are performing?
7. Tasks that you'd like to see done that no one has time to do?
8. What areas of business do they want to expand?
9. Jobs that you use high school or work- study students for?
10. Do you have employees working overtime?

Simmon's Mail Room

About Brad

- Had worked in a mail room through a training program and really liked it
- Had significant MI that required he be in a very structured, predictable environment
- Wanted to be around young people
- Wanted a set schedule

How the job was developed

- Applied to every possible mail room/clerical job that was out there but nothing fit
- Began approaching medical & educational facilities in the area to see if they had a need for a delivery position
- ICI staff person's husband worked at Simmons College - assisted us in getting in the door
- Spent many months negotiating with union after College said yes

Simmon's Mail Room (cont.)

Challenges

- Assisting mailroom supervisors to develop job duties, hours, delivery route..etc
- Mail getting lost, left at wrong departments
- Excessive talking with staff in various depts.
- Downtime in the mailroom

Creative Problem-Solving

- Assisted in ordering cart for use during mail runs to stay organized
- Clear expectations of limited conversation during mail runs- introduced time frames for runs
- Re-organization of mail runs for better time management
- Developed additional duties within the mailroom such as sorting and stamping mail

Know the Job Seeker

- What skills does the job seeker bring?
- What abilities do they have?
- What are their strengths?
- What can they do for an employer?
- What kind of work culture is best for them?

Know the Employer

- What do they do / make?
- What jobs do they typically hire for?
- What hiring needs do they have?
- What tasks are not getting done?
- What areas of business do they want to expand?
- Are tasks getting done by high paid employees that someone else could do?

Now...

- Look for a match between the businesses needs and the skills and strengths of the job seeker and...
- Identify how the employer will profit from hiring the job seeker

'Selling' Job Creation

- Economic sense
- Increase efficiency
- Make their jobs easier
- Give time to concentrate on management and expansion
- Increase customer satisfaction
- Reduce turnover
- Reduce costs of temp agencies
- A job that will pay for itself

Your Mission

- To get the employer to view the needs and operation of their business in more flexible ways than previously
- To help an employer recognize a need that they did not realize
- To present ideas in a way that respects the employer's way of doing business and business values

Daniel's Jobs

About Daniel

- Moderate cerebral palsy
- Needs support to walk or uses wheelchair
- Vocal but non verbal
- Moderate MR
- Exhibits challenging behaviors

How jobs were developed

Walgreens Stock Clerk

1 day/2 hours

- Puts stickers on high priced items
- Created position/negotiated with manager

Hardware Store Stock Clerk

2 days/ 2 hours

- Un-packages items
- Uses price gun to price items
- Originally family member owned store
- Negotiated continued position with new owner

Daniel's Jobs (cont.)

Challenges

- Needs 1 on 1 job coaching long term
- Not always motivated to work
- Has had more recent medical issues that effect stamina..etc

Creative Problem-Solving

- Staff use job coach schedule-he is automatically on it
- Have trained other ICI staff to work with him in a crunch
- Try to encourage work but will leave early if not productive
- Continued communication with staff about current well-being/observations